Pubcon Vegas 2019

Stop Making Our Industry Look Bad

Presented by:
Scott Hendison
October 2019

Thank you to the Pubcon staff. It's an honor to be back again…

About Me

- Who am I?

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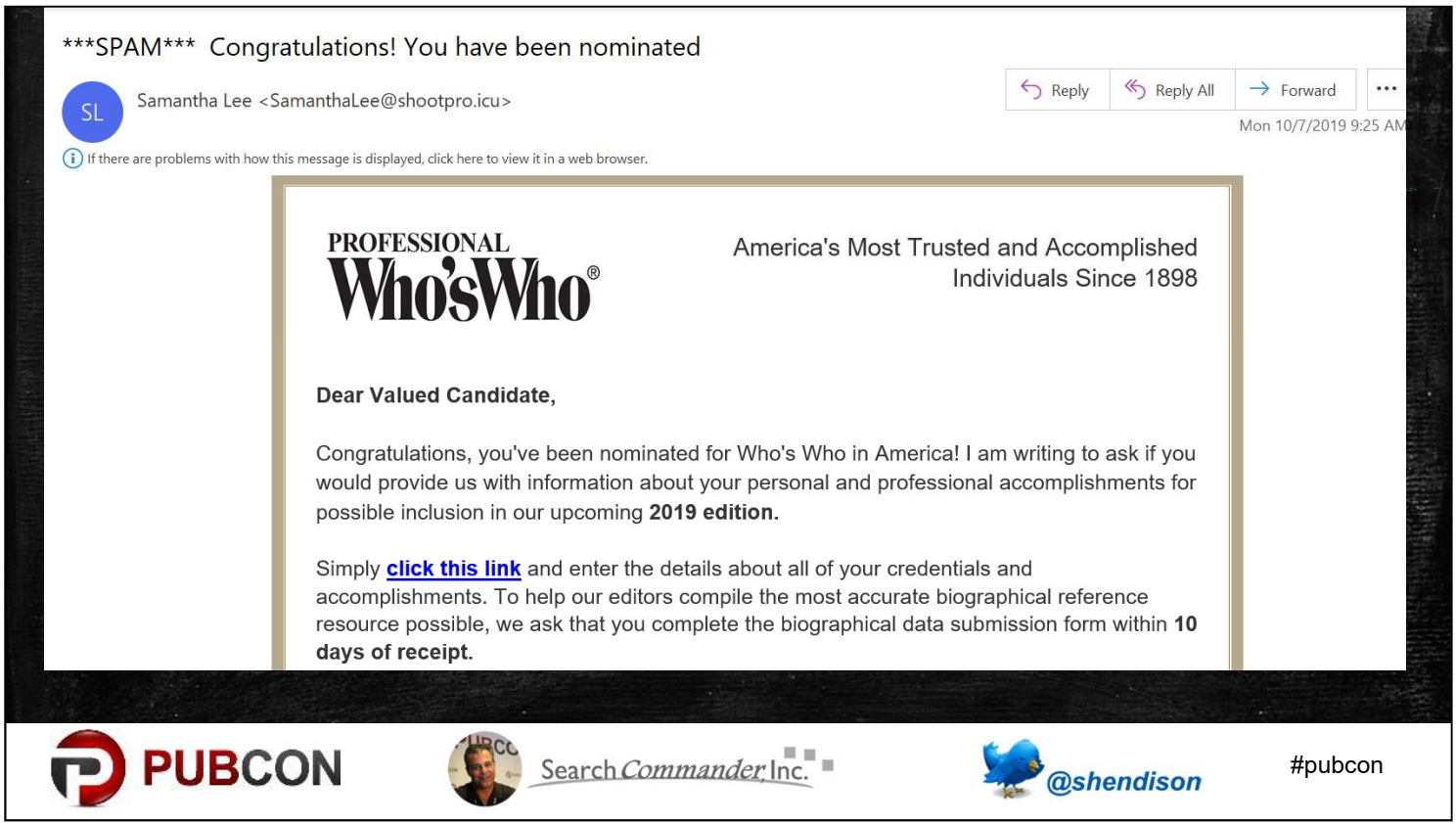
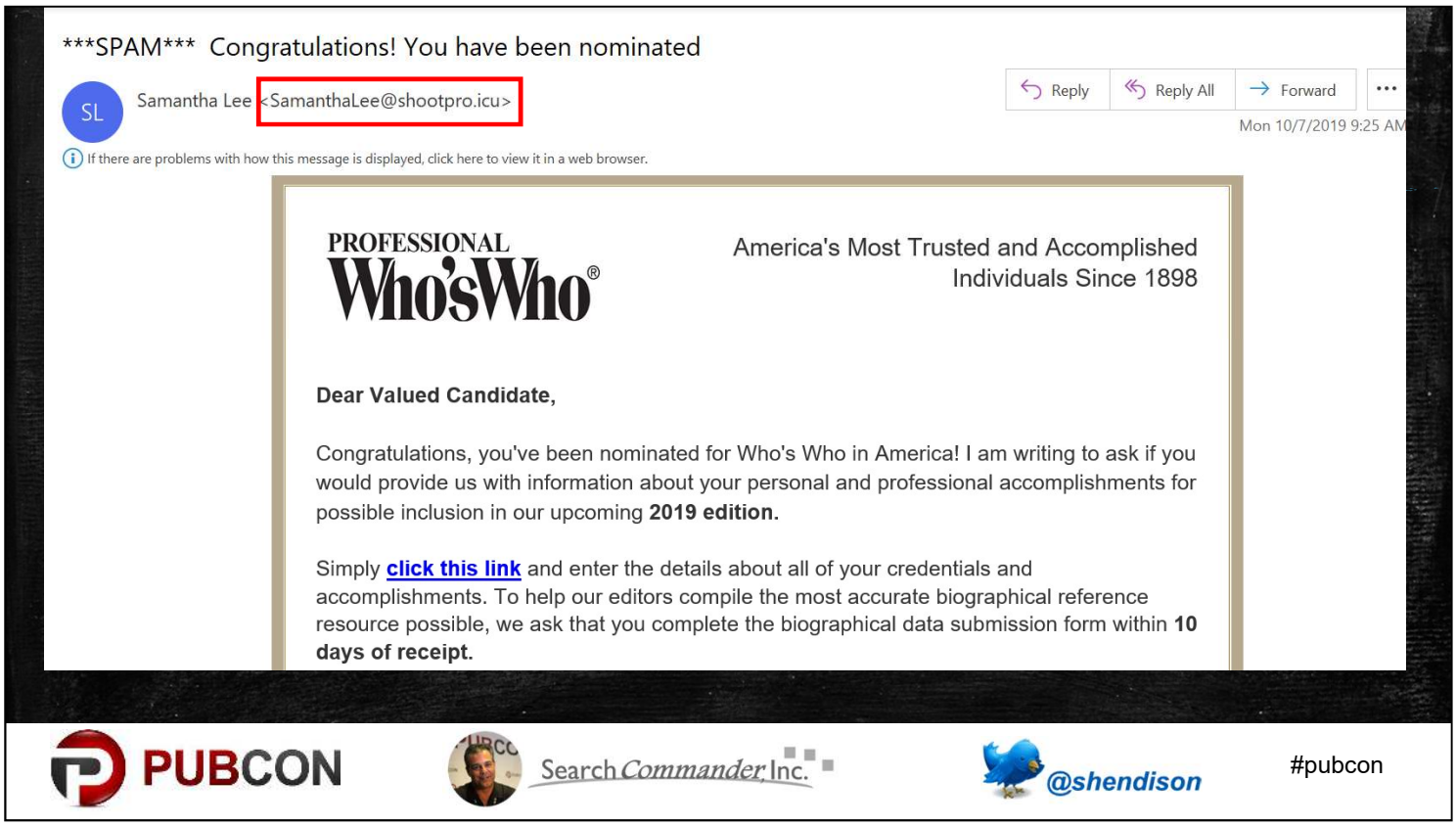
I ran a new & used… and found myself with over 4000 software titles in 1999.
Today I work with both clients and agencies as their in-house go-to for SEO.


SPAM Congratulations! You have been nominated
SL
Samantha Lee <SamanthaLee@shootpro.icu>
Reply
Reply All
Forward
Mon 10/7/2019 9:25 AM
If there are problems with how this message is displayed, click here to view it in a web browser.
PROFESSIONAL Who's Who®
America's Most Trusted and Accomplished Individuals Since 1898
Dear Valued Candidate,
Congratulations, you've been nominated for Who's Who in America! I am writing to ask if you would provide us with information about your personal and professional accomplishments for possible inclusion in our upcoming 2019 edition.
Simply click this link and enter the details about all of your credentials and accomplishments. To help our editors compile the most accurate biographical reference resource possible, we ask that you complete the biographical data submission form within 10 days of receipt.



I know it's legit because it came from shootpro.icu

About Me

- Who am I?
- Why this topic?

About Me

- Who am I?
- Why this topic?

Bad Actors

- I used to be proud to say I did SEO

It had a certain mystique, and it was something that nobody knew anything about. Now my dentist wants to give me Facebook advertising tips.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years

Needless to say, reactions have changed over the years, and people are less impressed, and a lot more skeptical.

Now they look at me like I'm selling time shares on the beach in Mexico

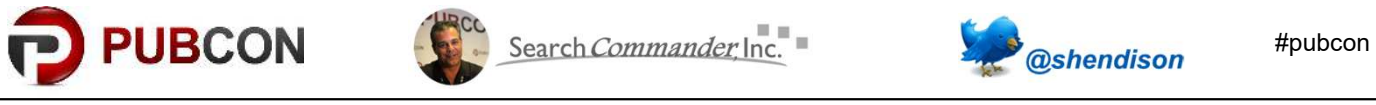
Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"

Even saying digital marketer has a "yucky" feel to it, at least to me.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE



Just my opinion, but our industry seems to love them. My grandmother used to have a recorded message before her phone even rang…

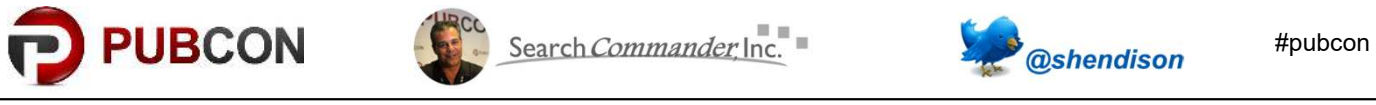
Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE
- "I work with Google"

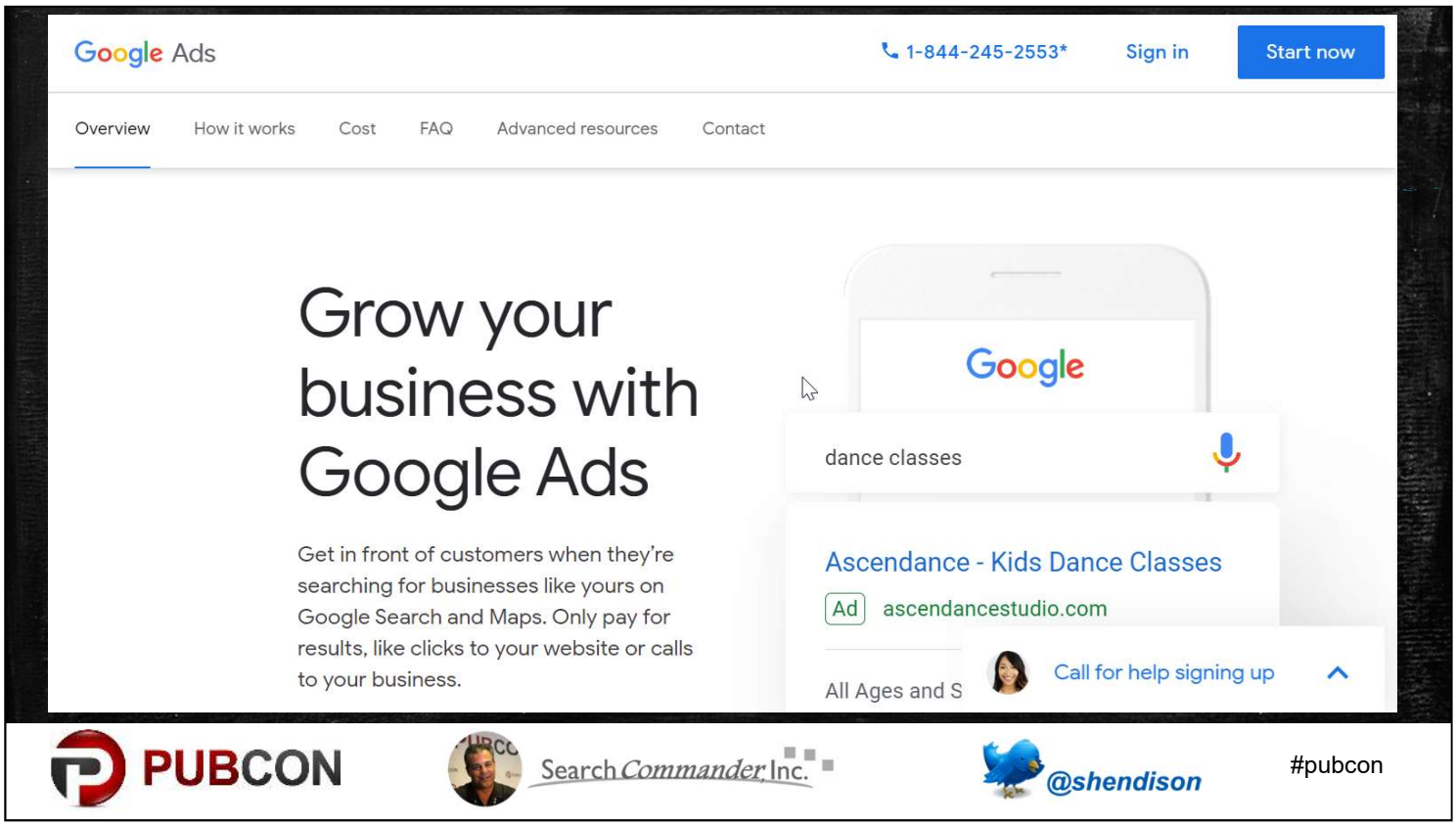
Or, "I'm calling about your Google listing". Salespeople that get through and say this on the phone are total slimeballs, just preying on the weak.

Bad Actors

- I used to be proud to say I did SEO
- Reactions have changed over the years
- Now I say I'm a "web developer"
- Robocalls are a SCOURGE
- "I work with Google"
- A lot of legitimate agencies do make honest mistakes



I'm not trying to cast a bad light on all of you, but I think we all have a responsibility that extends past getting the signature on the contract.



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Google Ads

- Client Access

Search Commander, Inc.

@shendison

#pubcon

Some agencies ONLY provide reporting, and not full access to Google Adwords? I think that's wrong.

Google Ads

- Client Access
- Account Ownership

Not only should they have access, they should OWN the account and pay the bills. One agency that I consult for had to pay state income tax on over $400k in Google Ad spending, which they got reimbursed for from their client

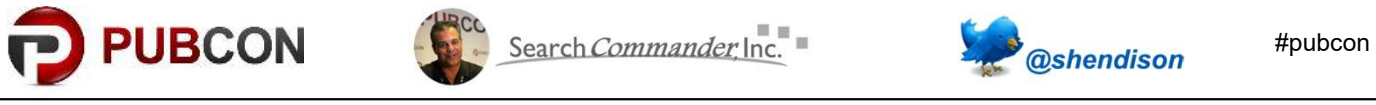
Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership

There's nothing wrong with using Leadpages and the like, but make it 100% clear to clients so they don't get bent out of shape later.

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors



This can be a sticky situation. I personally think it's a total conflict of interest, but you need FULL DISCLOSURE if you do this.

Google Ads

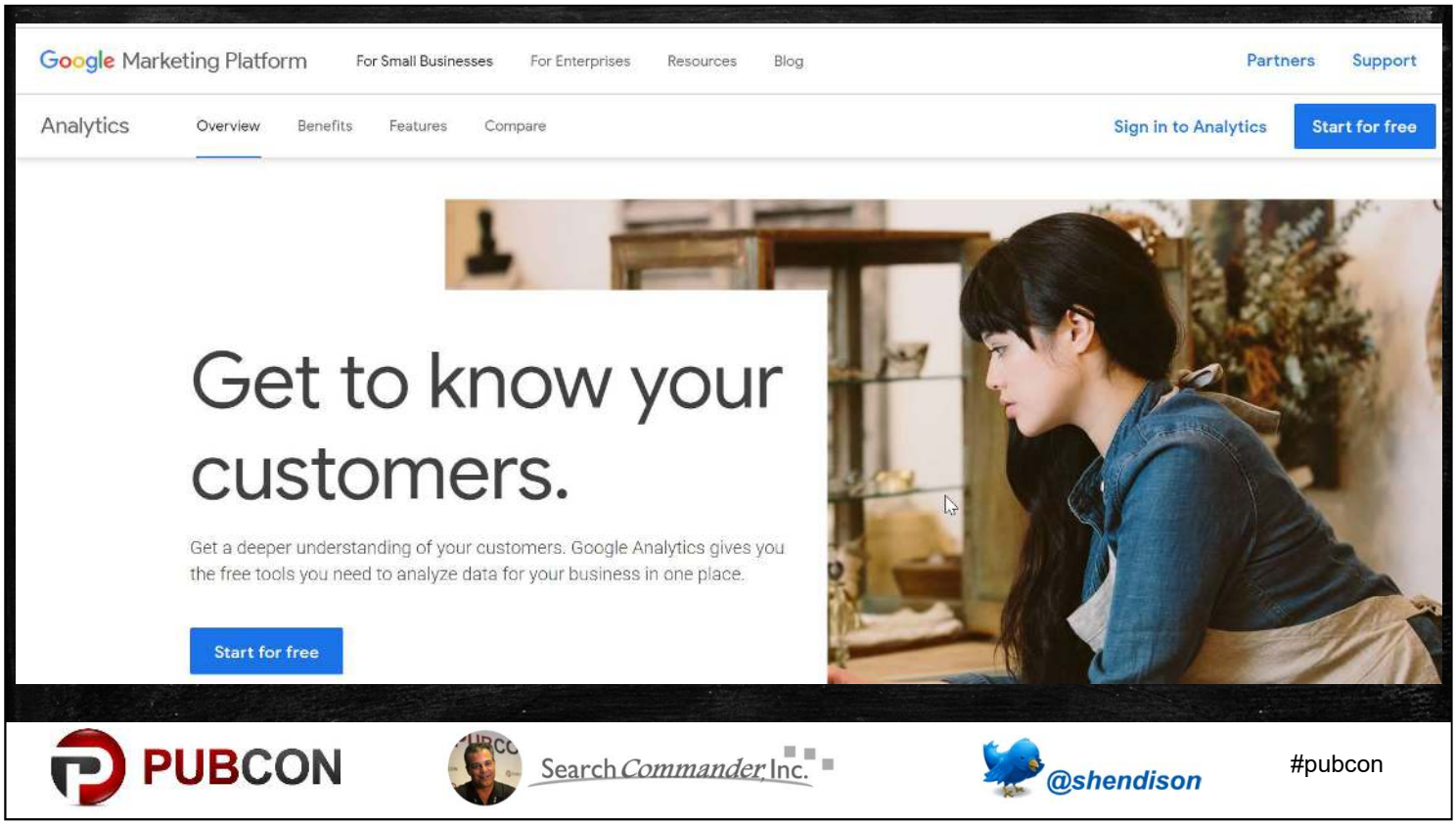
- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend

How can this NOT be a conflict of interest? It's like when I sold health insurance…

Google Ads

- Client Access
- Account Ownership
- Landing page & site ownership
- Managing competitors
- Pricing model % of spend
- Account changes log

I've yet to talk to a client who even knew this existed.

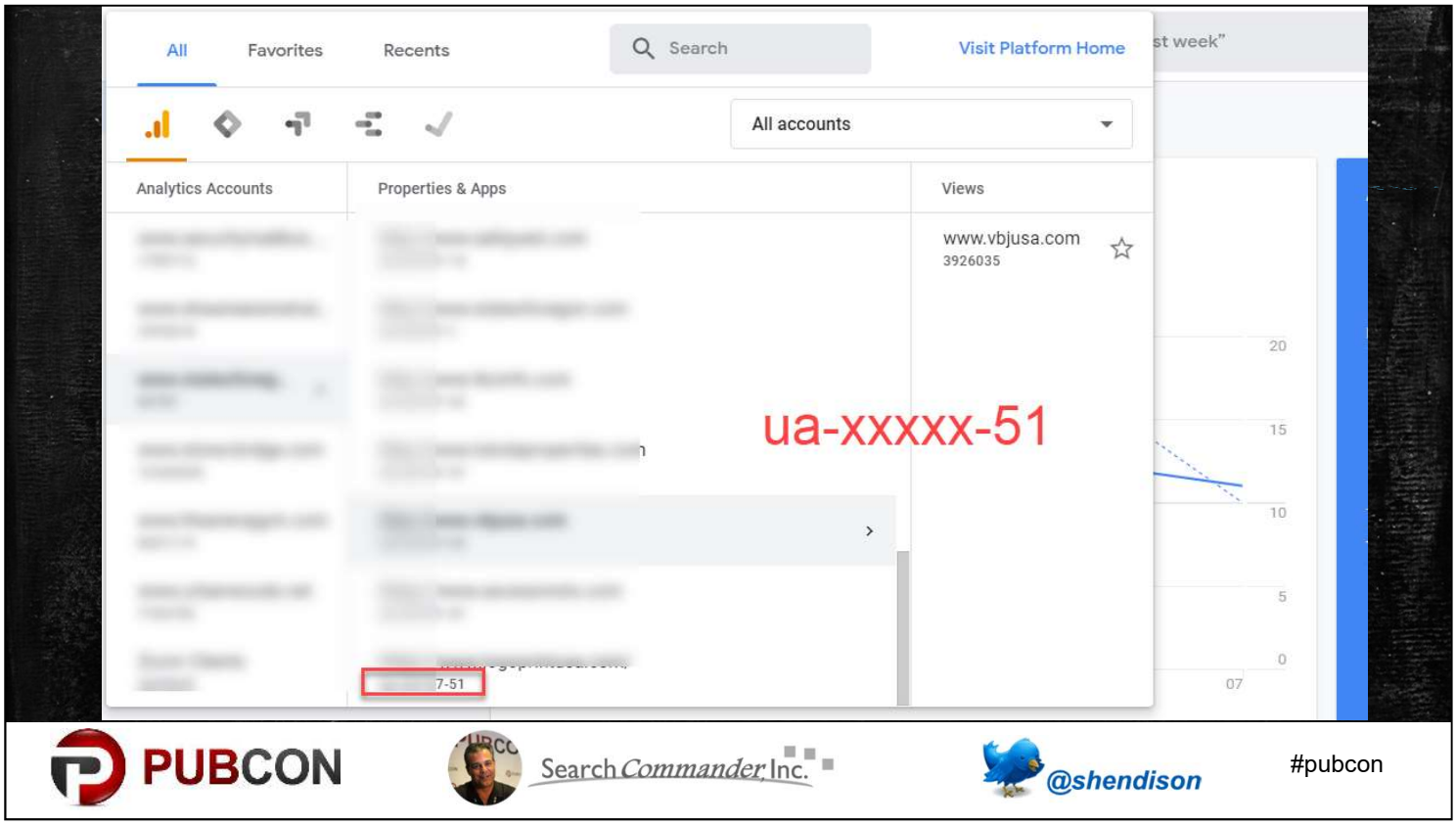


Google Analytics

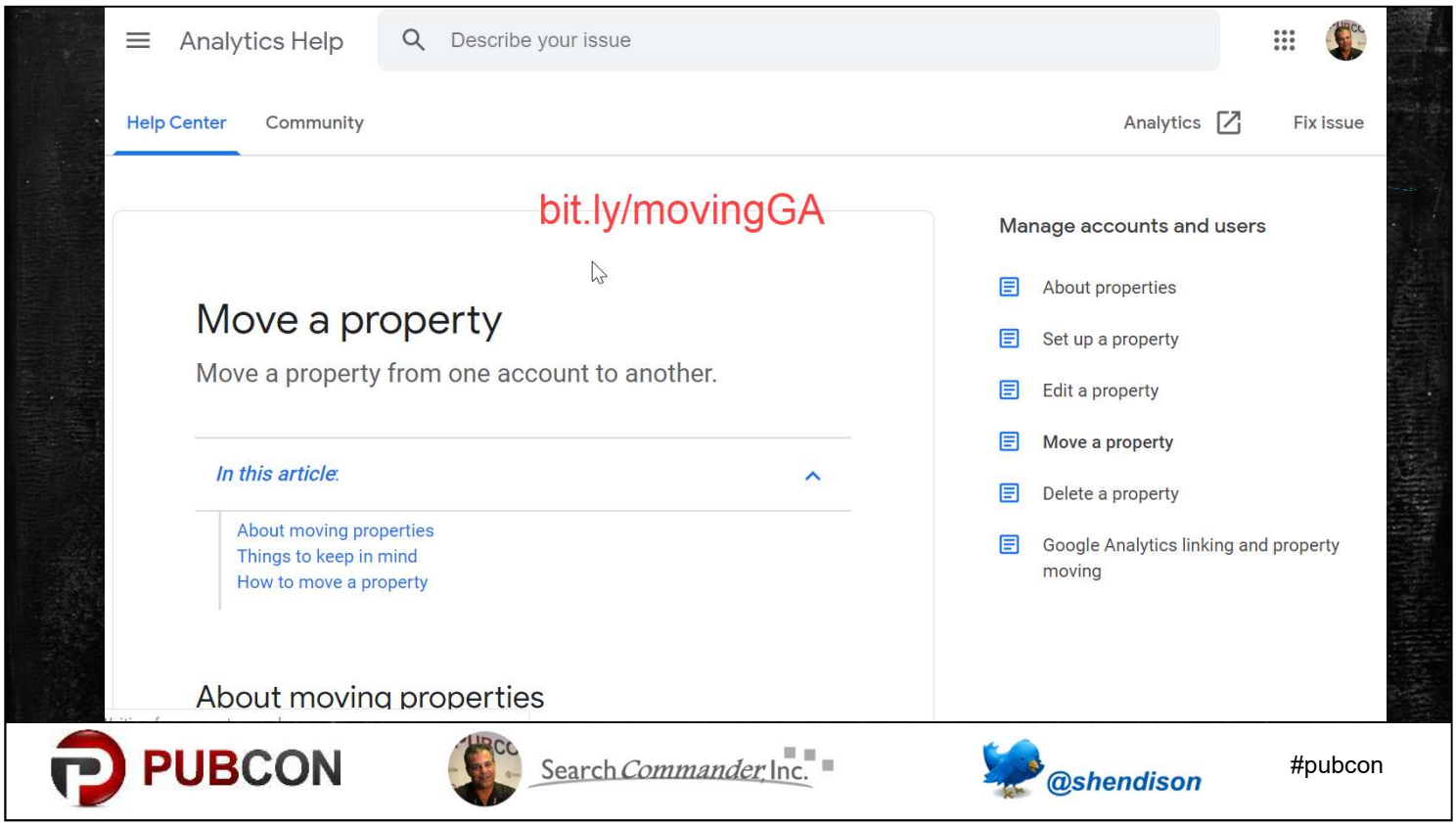
Google Analytics

- Who owns the GA account?

Clients should own their own GA account, and I see it as my responsibility to make sure that's the case.



This is an agency I work with that began their own Analytics accounts for clients over 10 years ago, and to this day they're dealing with clients finding out they don't own their accounts.



A couple of years ago, google finally made it possible to move properties to a different GA account - bit.ly/movingGA

Google Analytics

- Who owns the GA account?
- Analytics History Lost

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I'm still seeing agencies start brand new Analytics accounts for clients. Why? Just lazy? So they can't compare stats to LY?

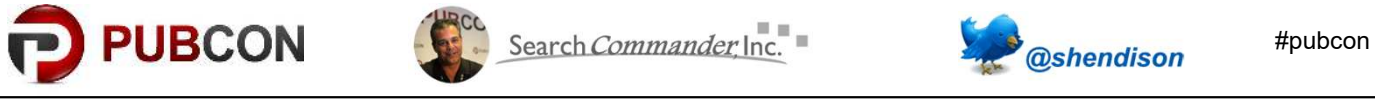
Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access

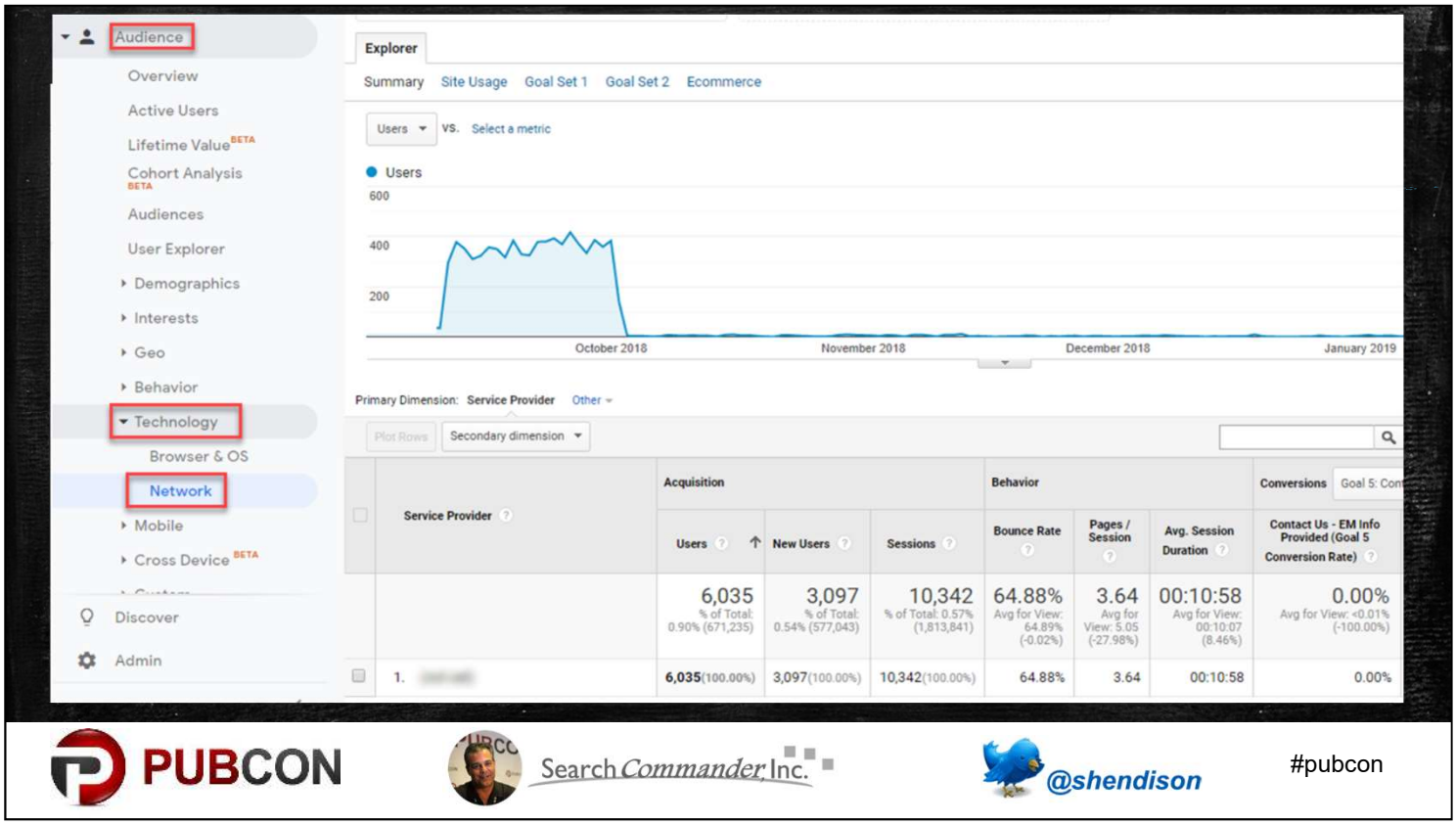
This should go without saying. They SHOULD have not only access, but full admin access too. If they don't, then its your job to get it for them.

Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic



This is full on slime. I had a client that worked w/ an agency for just a month, and they told me that when they left, their traffic went down by a lot.

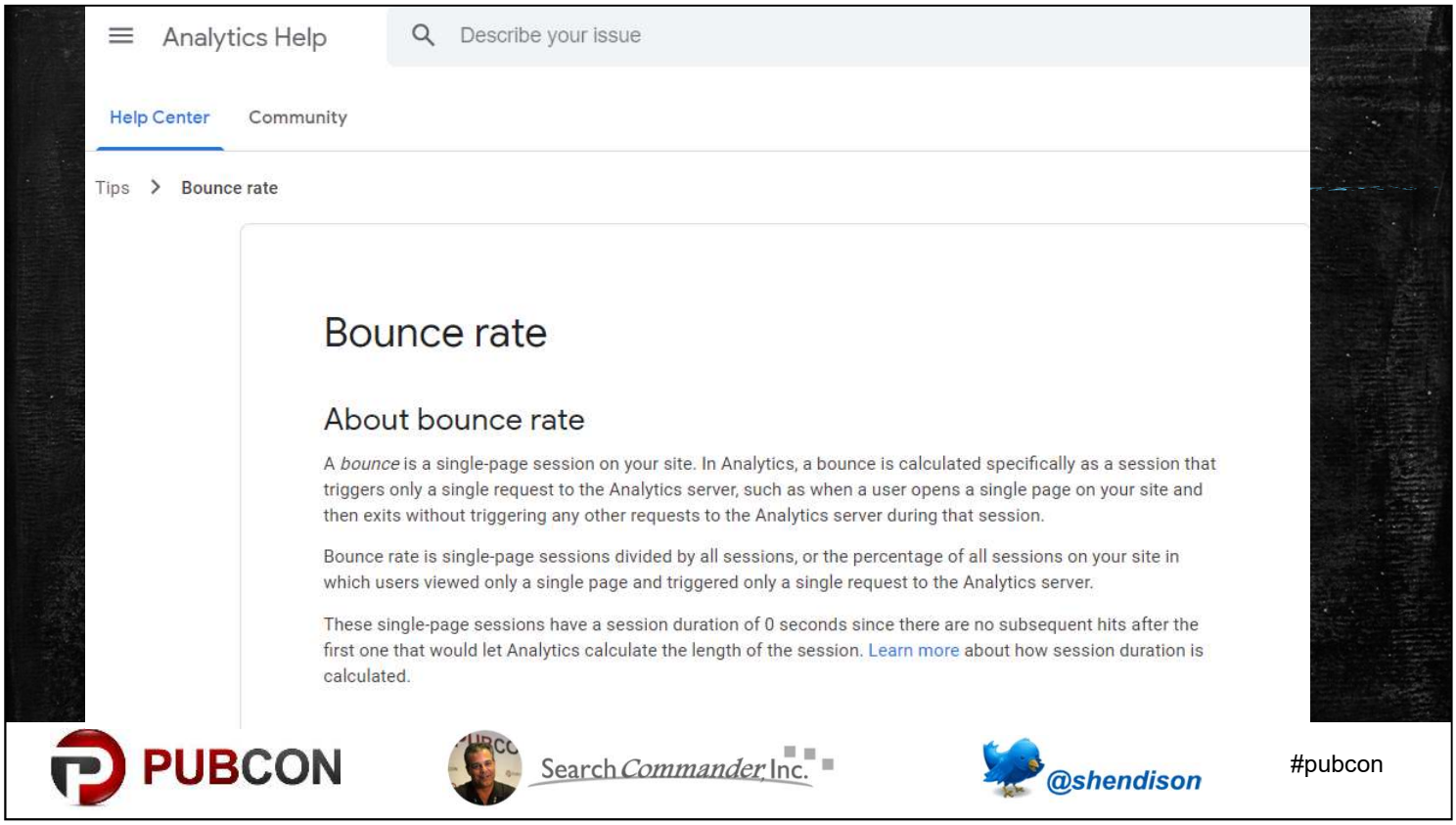


Looking at their history, I could see that they were being sent over 400 “visitors” a day from one particular service provider. I’m sure none of you would ever do that, but…

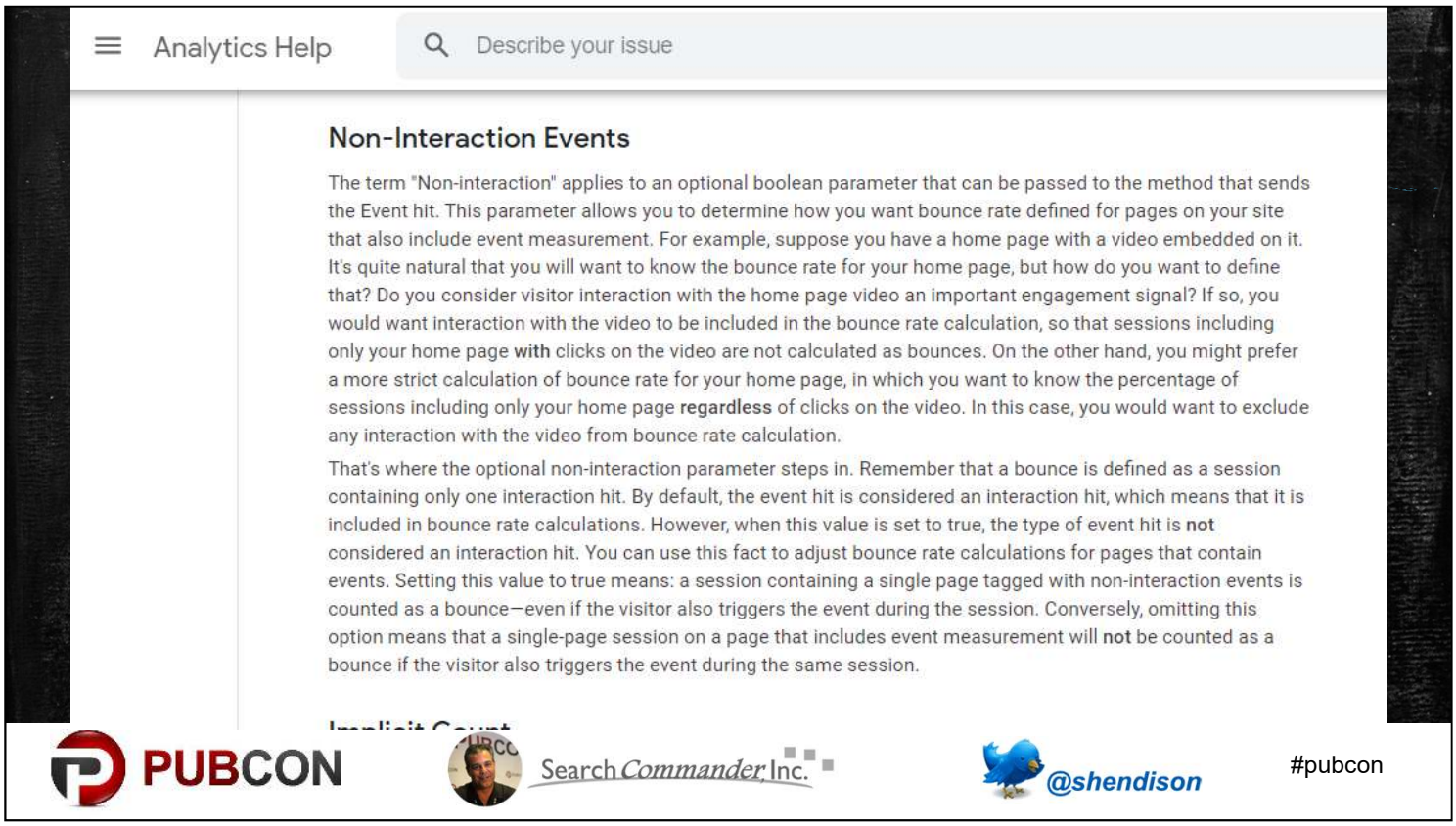
Google Analytics

- Who owns the GA account?
- Analytics History Lost
- Client Access
- Sending fake traffic
- Artificially lowering bounce rates

There's a lot of conflicting information out there, some saying that bounce rates are a ranking factor. They're not, but that doesn't mean that high bounce rates are a good thing.



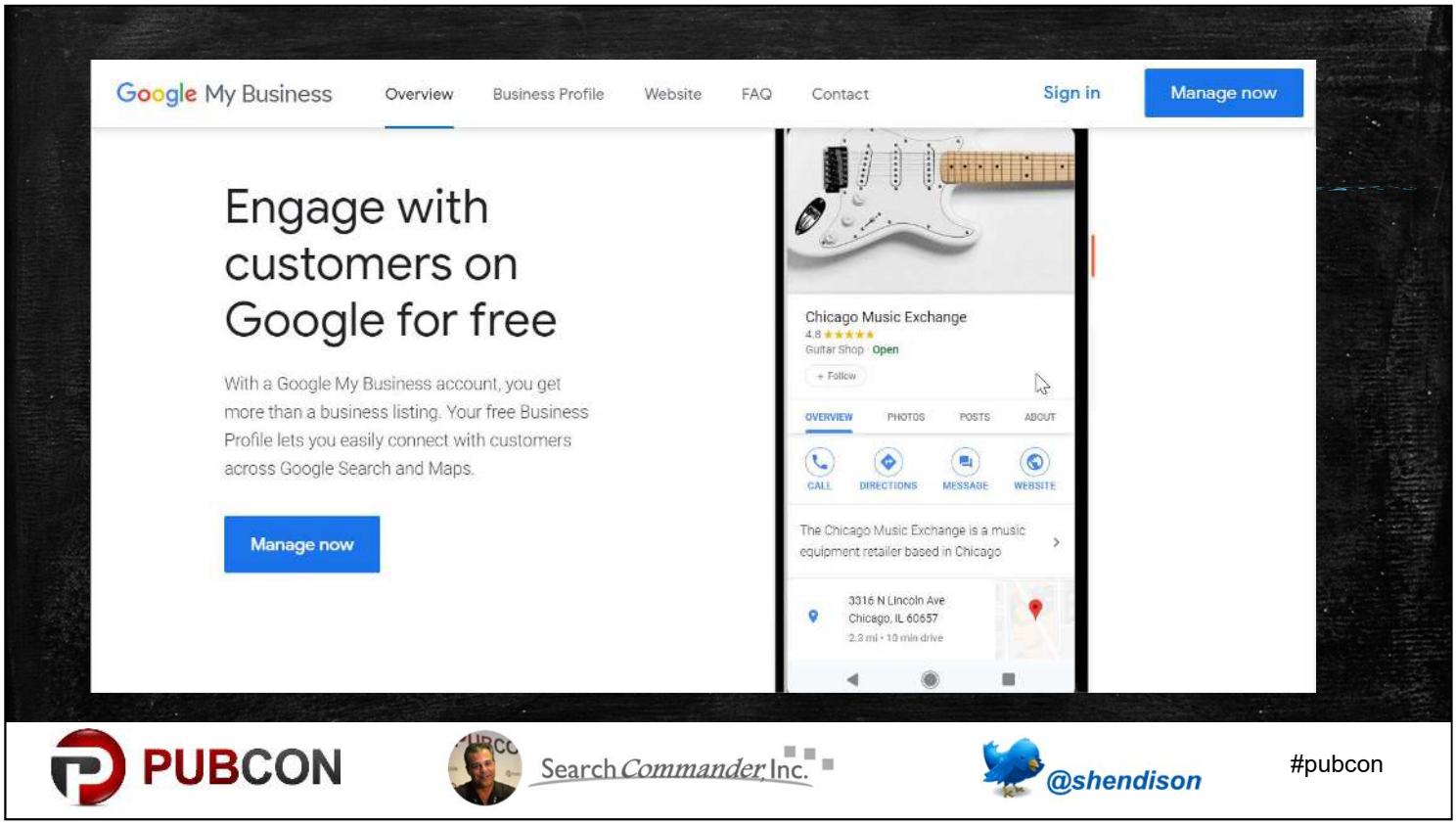
There are legitimate events, like video views, form fills, newsletter signups, etc.
http://bit.ly/335dFKX



Events – There are legitimate events, like video views, form fills, newsletter signups, etc.

http://bit.ly/2Mfm2Nz

However - events that mean NOTHING can be set up to reduce the bounce rate. Minimal scroll points, 3 seconds time spent on a page, or even a simple page view can be an event, which would lower the bounce rate.



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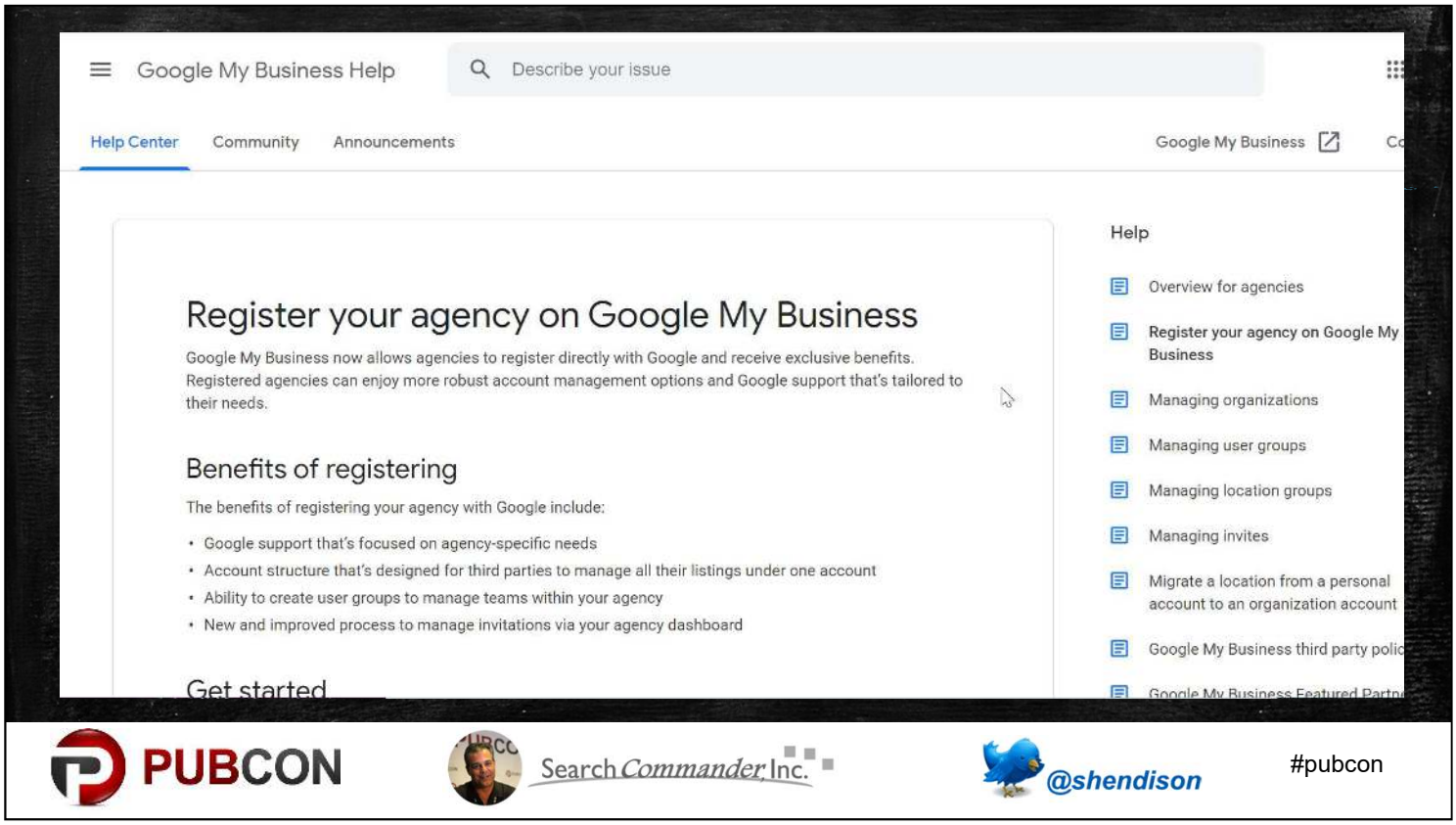
Google My Business

- A business should own their own GMB listing

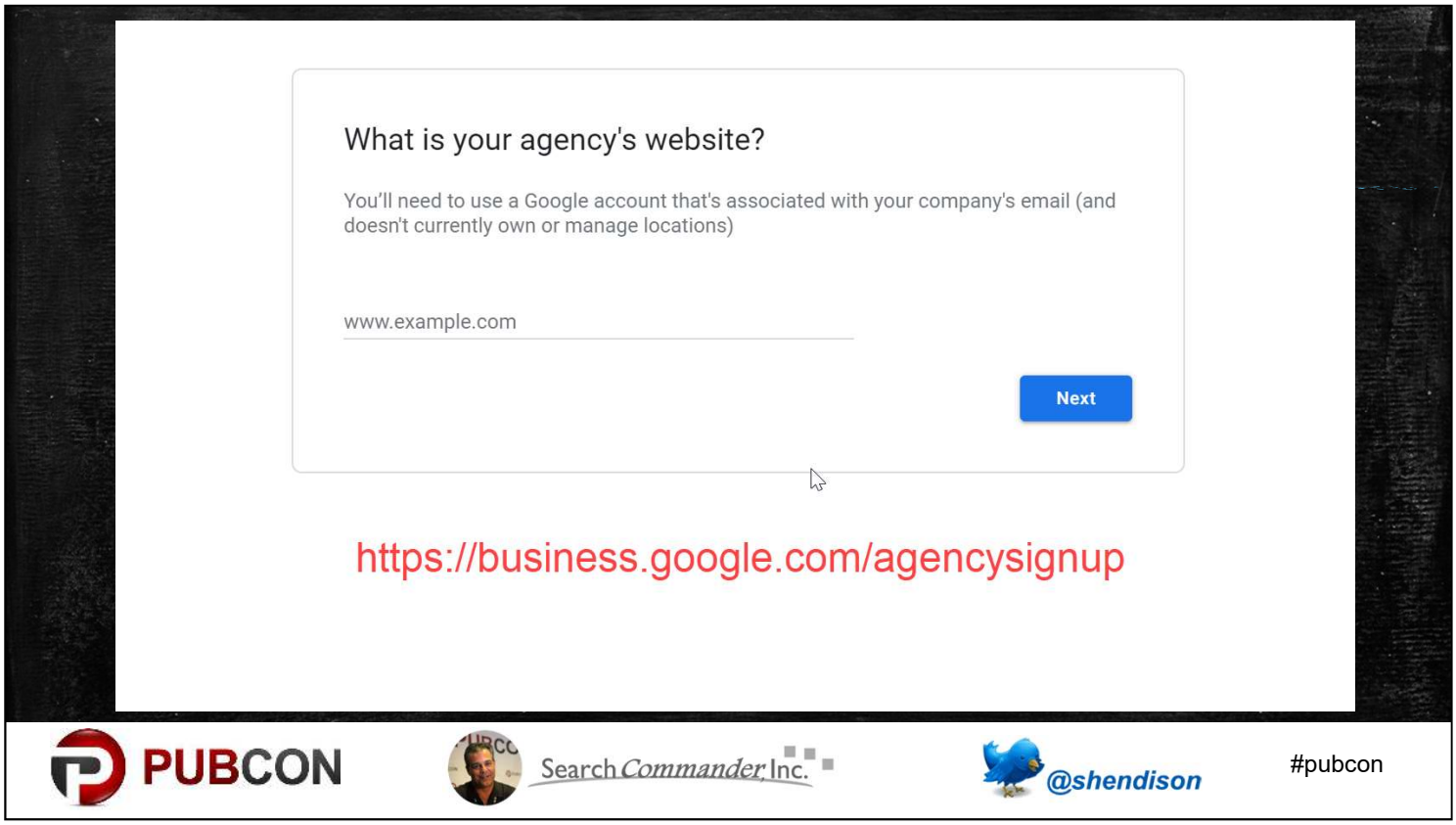
Few things are more frustrating than trying to gain legit ownership of a GMB set up by someoneelse@gmail.com

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account



https://support.google.com/business/answer/7353903



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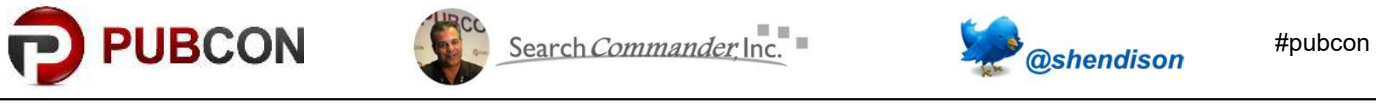
Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account
- Keyword stuffing the biz name is spam



Get a DBA and do it right

Google My Business

- A business should own their own GMB listing
- Access should be granted to an Agency account
- Keyword stuffing the biz name is spam
- Fake reviews are NEVER a good idea

There are “agencies” that specialize in getting reviews the right way

Client Websites

Their Own Website

- Who is the domain registrar?

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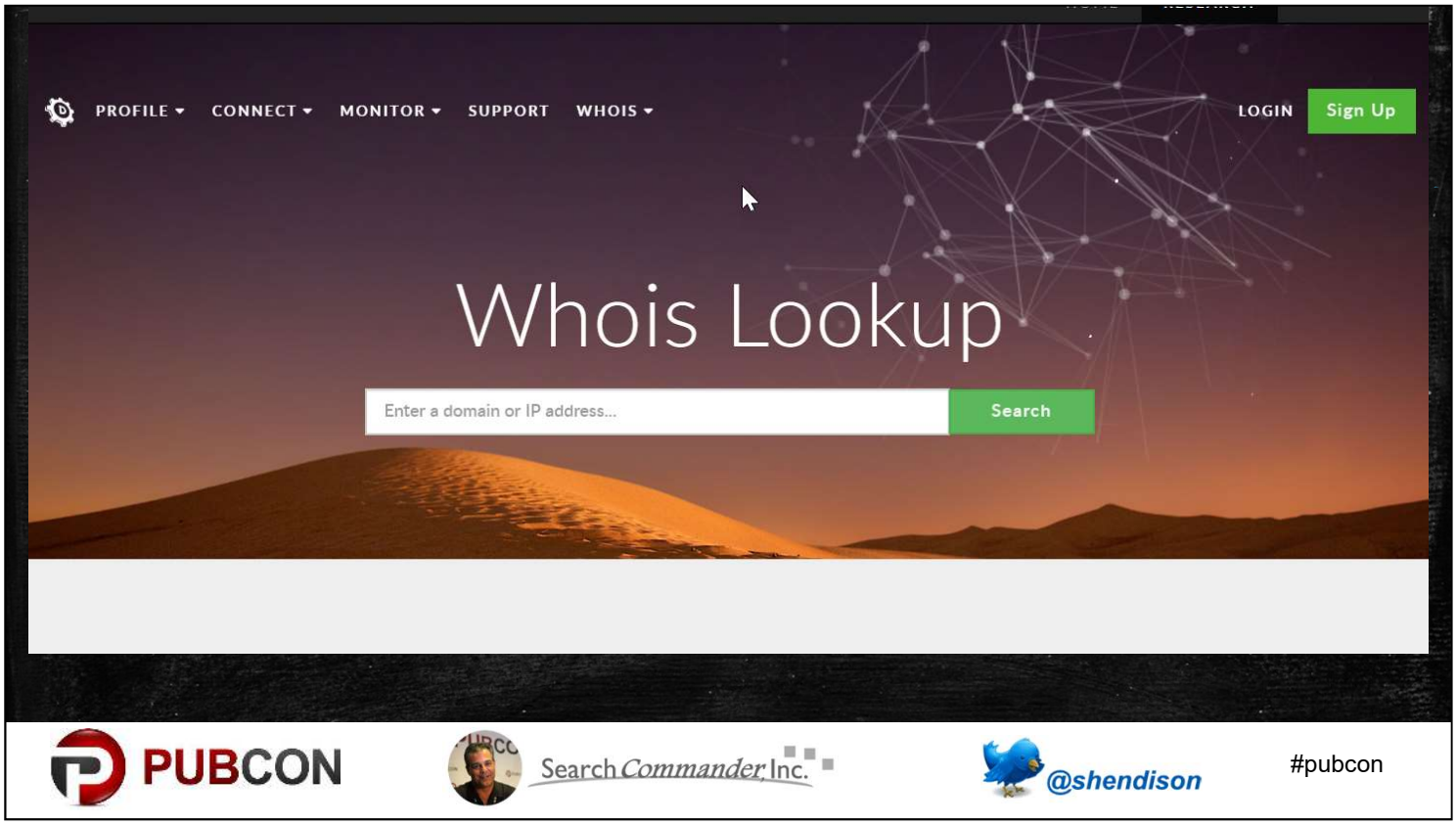
Anybody ever had a clients domain expire? That IS, and SHOULD BE, our problem.



http://whois.domaintools.com/

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?

GDPR is making this harder to get for some domains, but Domain Tools gives the most complete info I've seen.

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?

Including, the name servers, which=h can tell you where it's hosted. Make sure your client understands this – Hell, make sure YOU understand this. It's our job!

Their Own Website

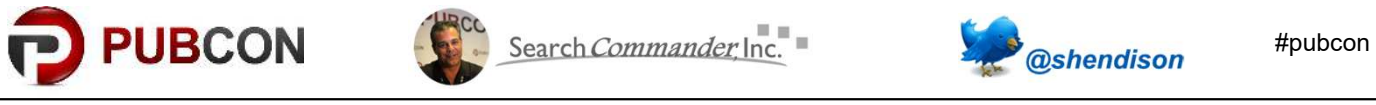
- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?

Copyright law states that the creator of the website's design and content automatically becomes the legal owner of said assets.

You own the text you provide, and the pictures you take – that's it.
https://www.copyright.gov/circs/circ66.pdf

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?
- Granting client access



Clients deserve access to their own website. If you're an agency that doesn't allow this, shame on you, and if you're a client whose agency won't allow it, change agencies.

Their Own Website

- Who is the domain registrar?
- Who is the domain registrant?
- Where is it hosted?
- Who owns "the website"?
- Granting client access
- Backup and restore procedures

This is something else that I think should be part of our job, or at LEAST make sure the client knows who's job it is, and who to contact if something goes awry.

Their Own Website

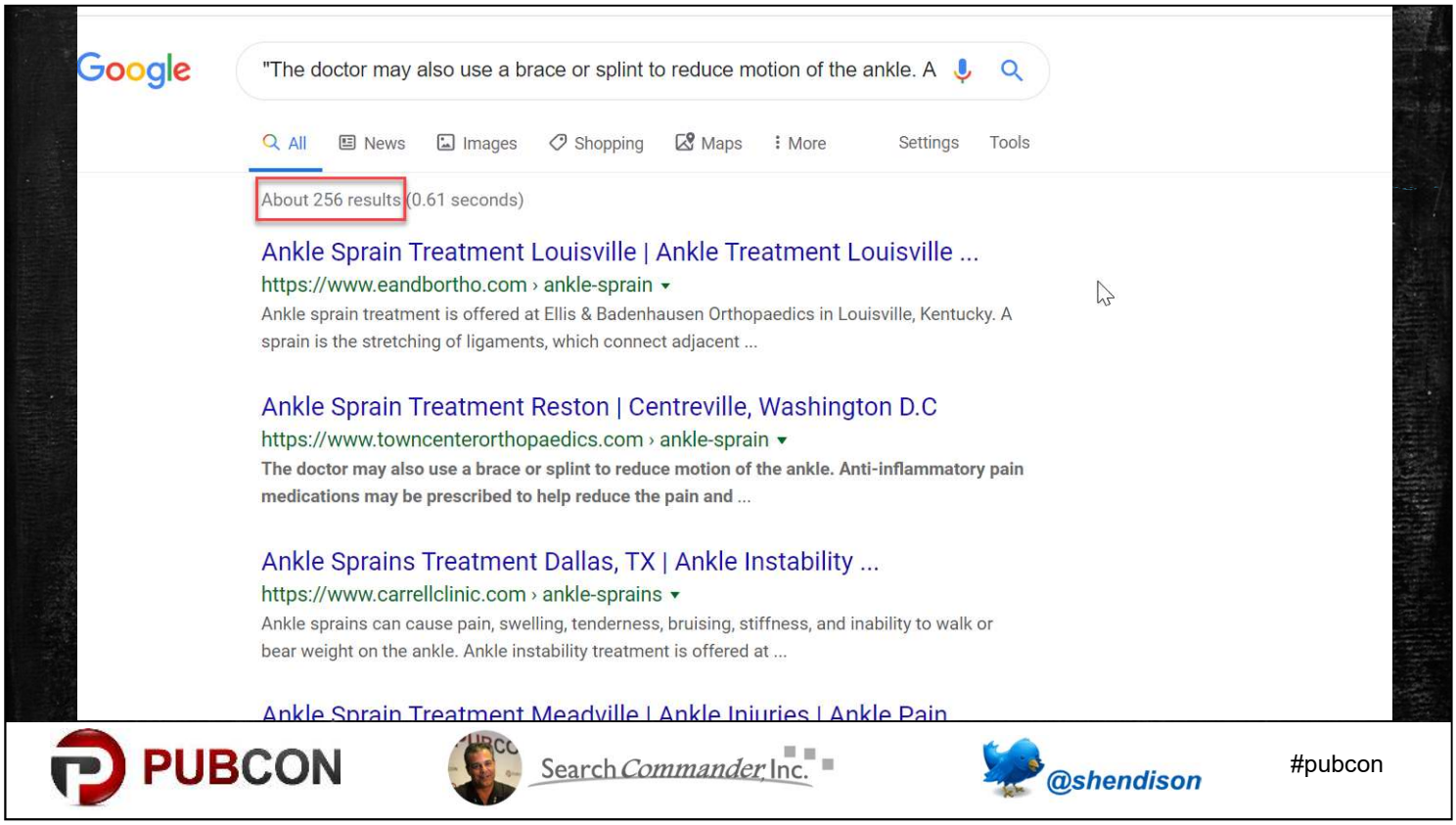
- Content for the sake of content

Regular addition of new content seems to be an easy thing to sell and to deliver for agencies, but does anyone remember Panda?

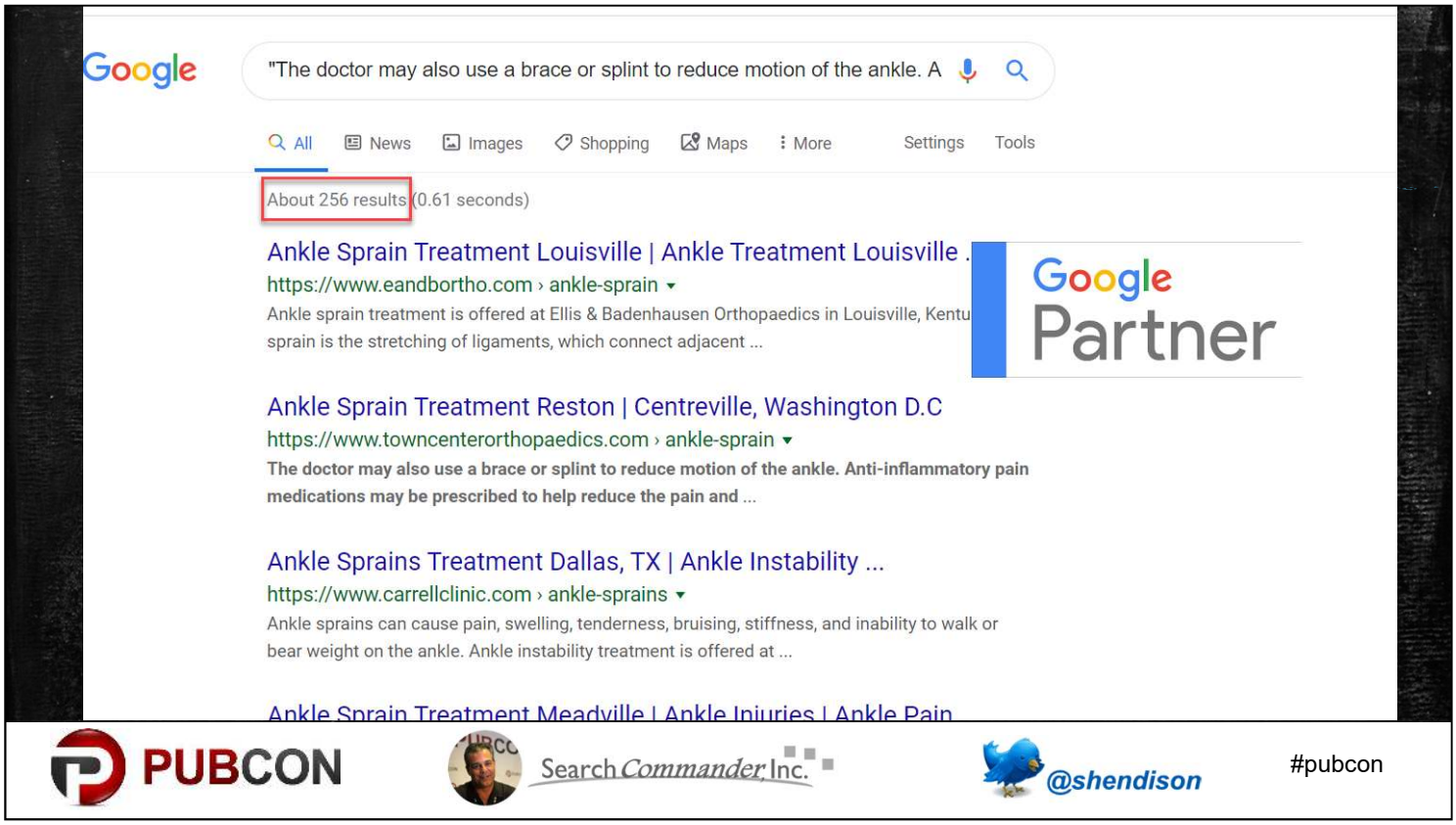
A lot of the content some agencies are delivering is just adding to web pollution, and instead they should deliver one high quality well researched and thoughtful post, that's well promoted.

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients



This is a snippet of text I grabbed from a doctors very expensive website that I found in use on 256 other sites.



To make it even worse, that agency is a Google partner.

Their Own Website

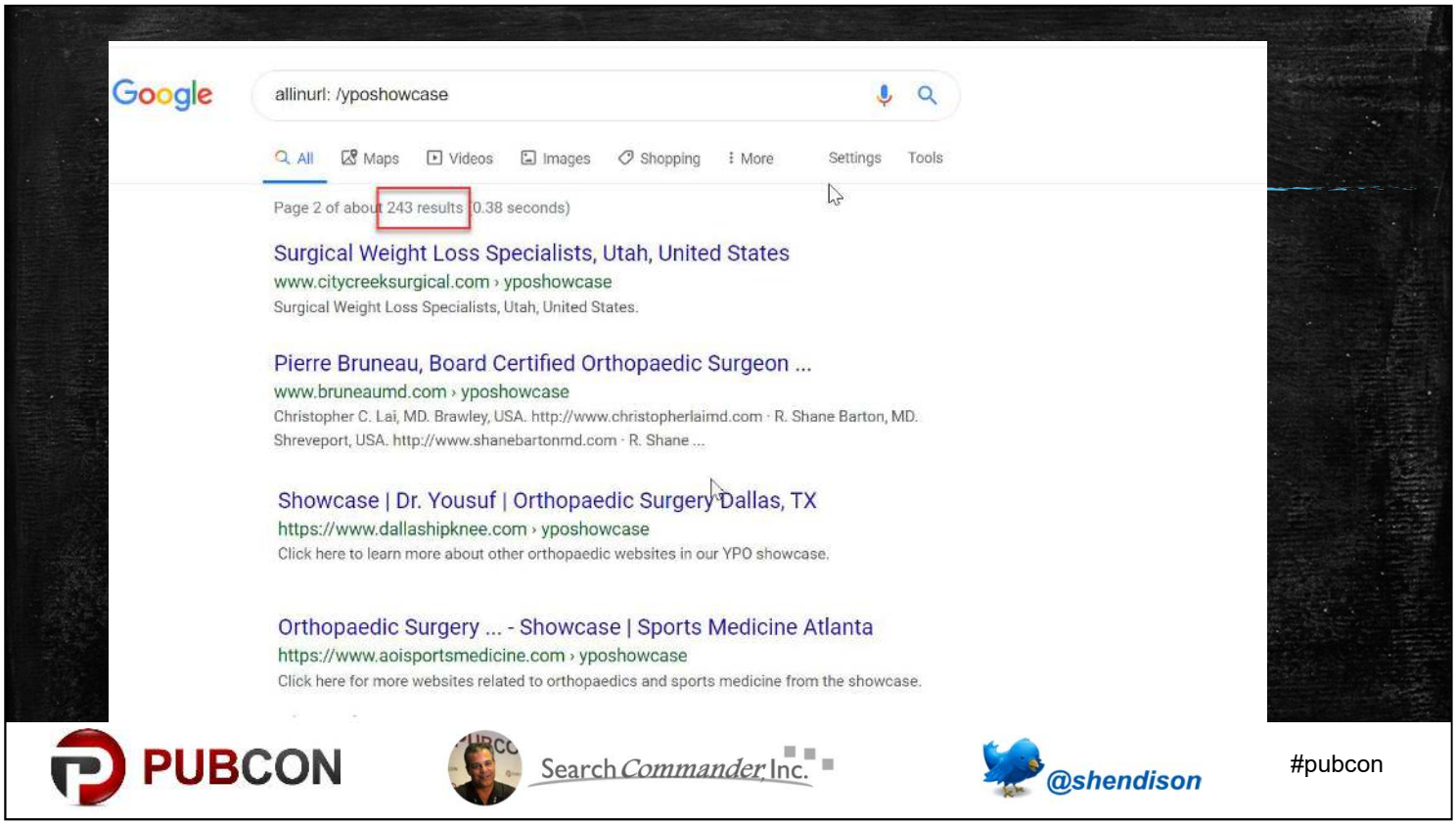
- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam

I can attest to the fact that commenting on relevant blogs worked for ranking. In case you think it still does, you're wrong.

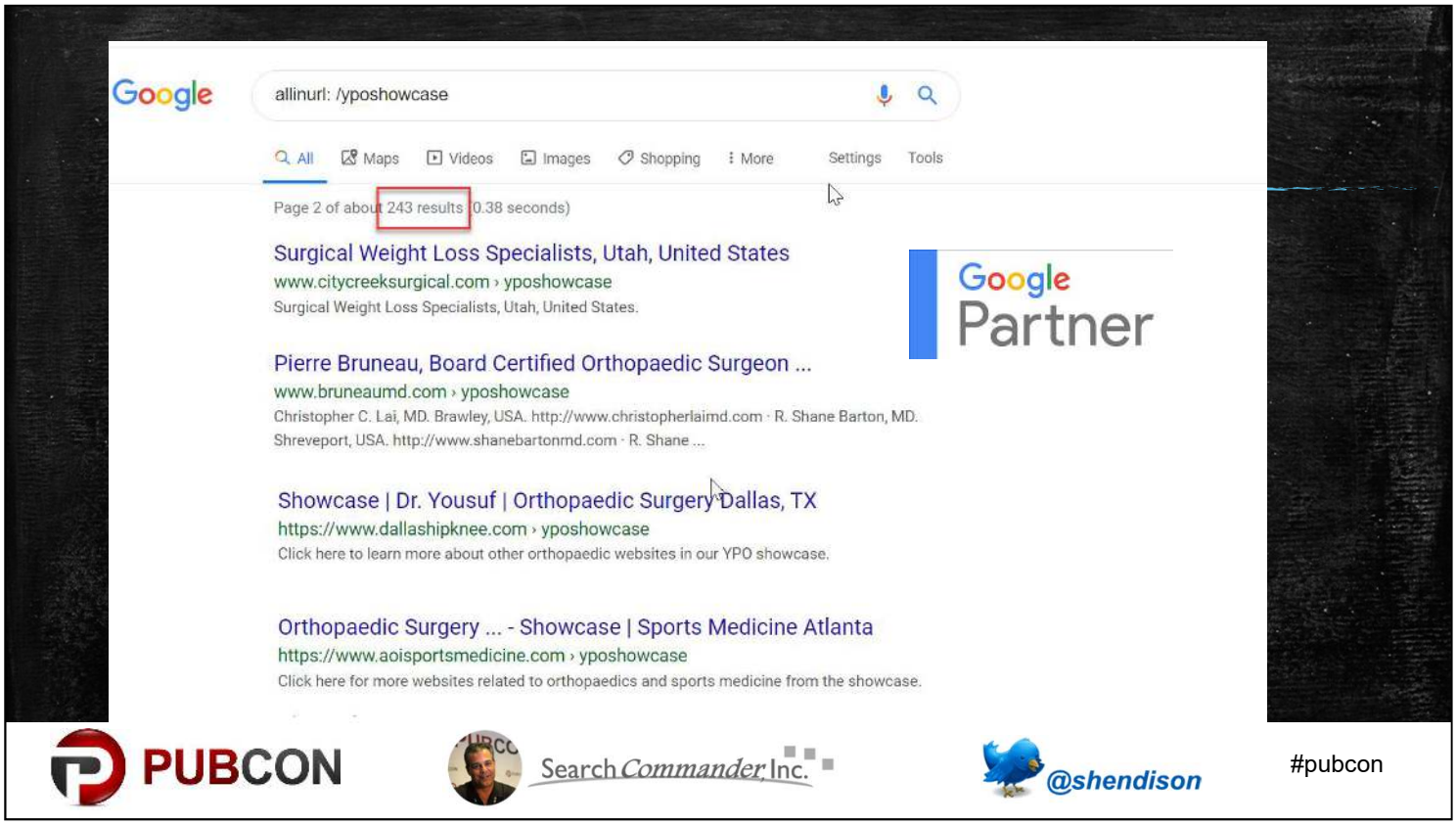
Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients

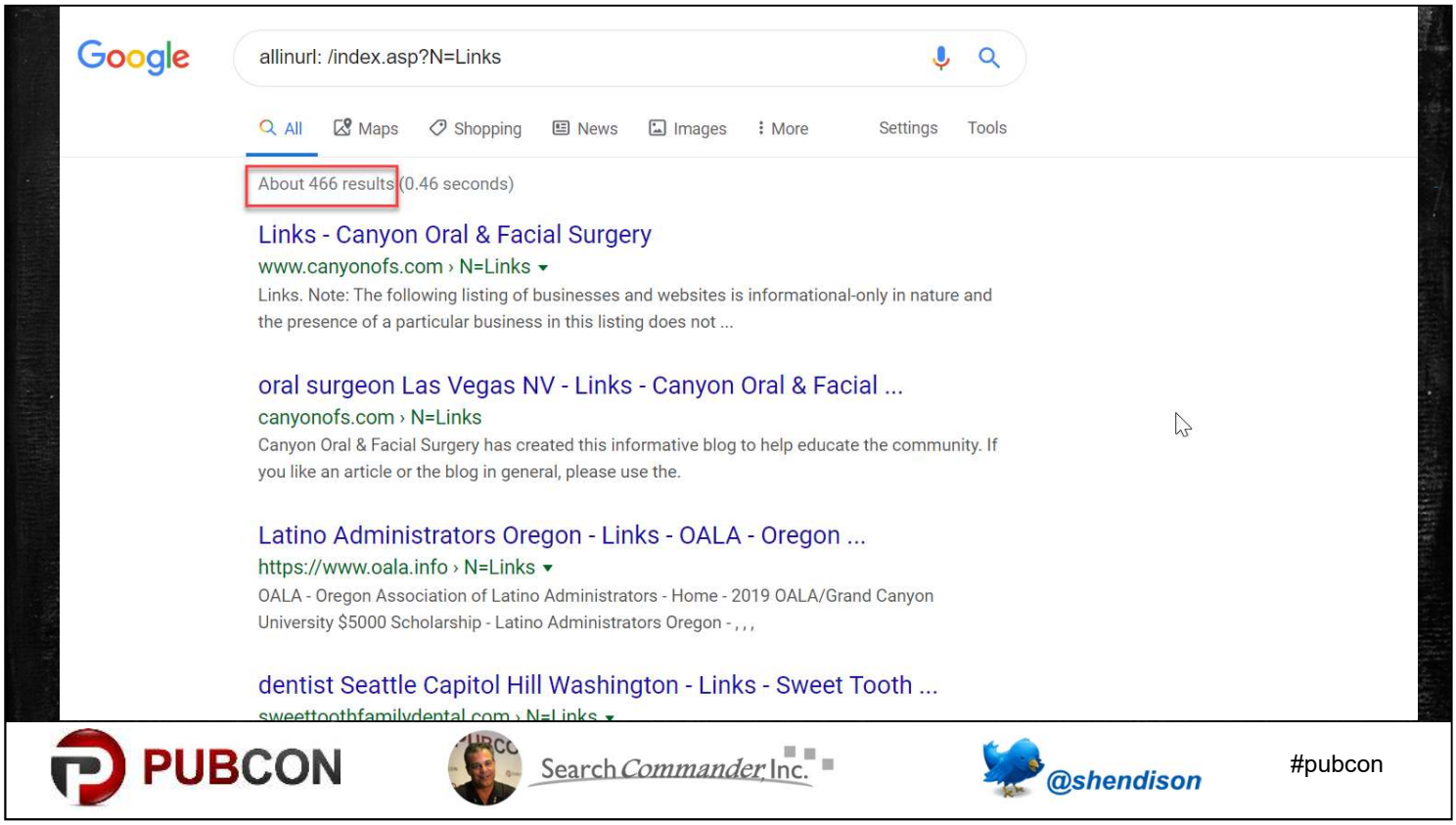
Turning your own clients into a PBN who also all link to you is not okay



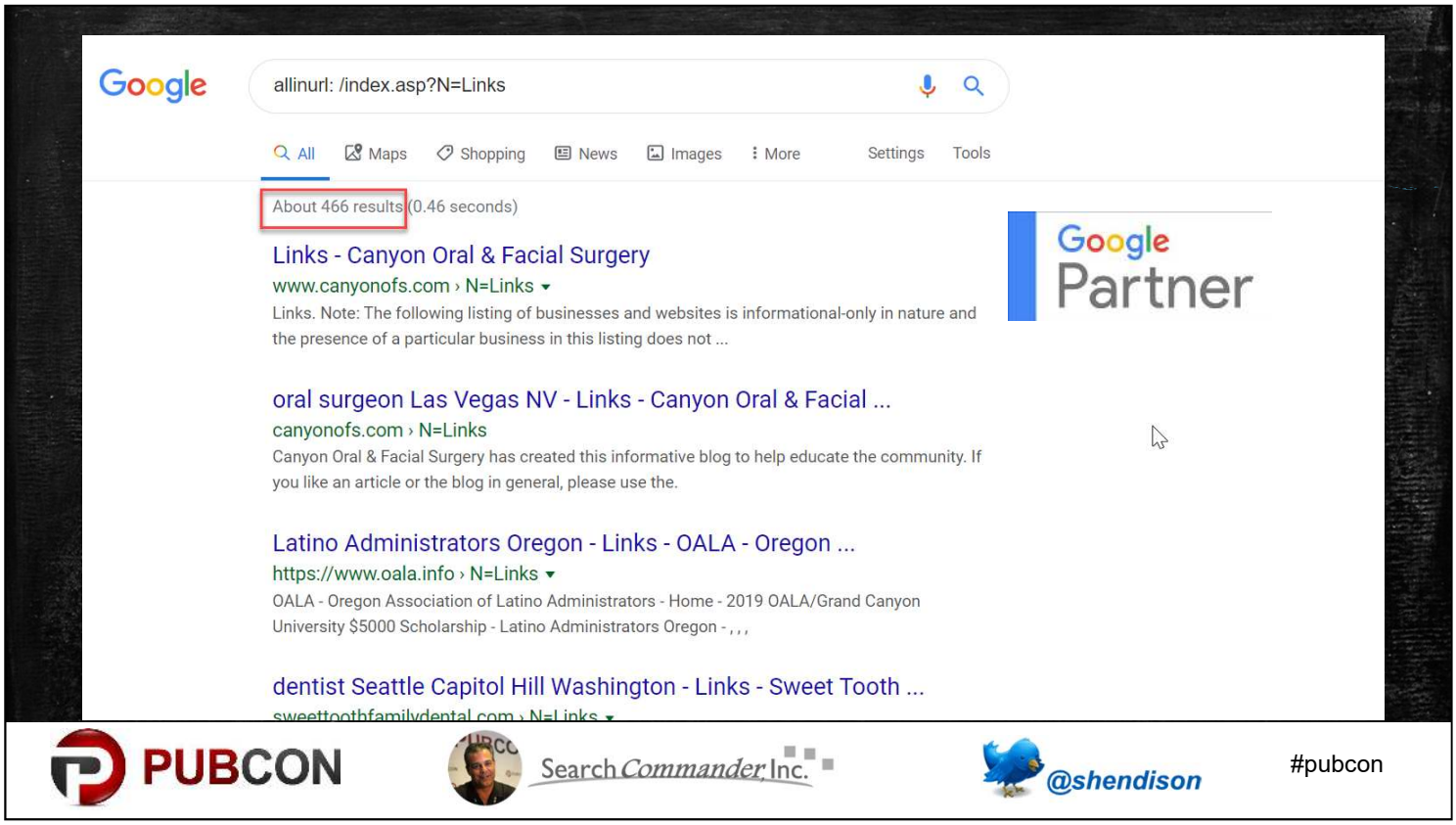
243 linked clients



243 linked clients



466 linked clients



466 linked clients

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links

Just because it works, renting links for clients without full disclosure is not okay

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations

Lastly, I want to mention new site migrations

Their Own Website

- Content for the sake of content
- Reusing content for multiple clients
- Blog comment link spam
- Inter-linking clients
- Renting links
- New site migrations OMG!

A major microbrewery spent $130,000 on a WordPress website, only for me to discover nearly a year later that their old site was BOTH, noindexed AND never 301'd. This should be legally actionable, and if they'd sued, they probably would have won.

Resource Links

- Moving Google Analytics - https://bit.ly/movingGA
- Bounce rates http://bit.ly/335dFKX
- Non interaction Events - http://bit.ly/2Mfm2Nz
- Google Agency info https://support.google.com/business/answer/7353903
- Google Agency registration - https://business.google.com/agencysignup
- Moving a Google Analytics property – https://bit.ly/movingGA
- Coyright Law for websites - https://www.copyright.gov/circs/circ66.pdf
- Reusing content - http://bit.ly/35lyfbV
- Link schemes http://bit.ly/30IsMsp and http://bit.ly/2oN7MDu
- Domain Tools - http://whois.domaintools.com/
- Client Blog Network - http://bit.ly/30IsMsp
- Client Blog Network - http://bit.ly/2oN7MDu

I'm looking for more link schemes that are run by Google partners besides these two: http://bit.ly/30IsMsp and http://bit.ly/2oN7MDu

allinurl: /index.asp?N=Links

http://bit.ly/30IsMsp

No longer a partner but claim to be

https://www.weomedia.com/index.asp?N=BLOG-19435-2015.3.10-Proud-to-Be-a-Certified-Google-Partner&C=256&P=0

allinurl: /yposhowcase

http://bit.ly/2oN7MDu

https://www.google.com/partners/agency?id=4720209882

Thank You

Slides can be downloaded here…

http://bit.ly/pubcon-scott-2019

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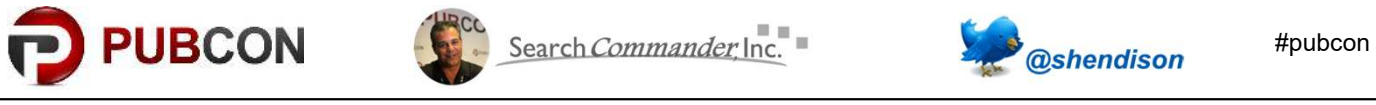

Thank you, and I hope you have an optimal day!